



**WEWS**  
**3001 Euclid Avenue**  
**Cleveland, OH 44115**  
**(216)431-5555**

www.newsnet5.com

And:

**Strategic Media Placement**  
**3946 North Hampton Drive**  
**Powell, OH 43065**

# CONTRACT

<u>Contract / Revision</u> 307765 /		<u>Alt Order #</u>
<u>Product</u> <b>OH US Sen Josh Mandel</b>		
<u>Contract Dates</u> <b>08/14/12 - 08/20/12</b>	<u>Estimate #</u> <b>2602</b>	
<u>Advertiser</u> <b>Mandel/ Republican/ U.S. Senate</b>		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WEWS</b>	<u>Account Executive</u> WEWS Local Political	<u>Sales Office</u> WEWS Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WEWS	08/14/12	08/16/12	M-F GMC 6-7a	6-7a		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T-T---				2	\$850.00			
N 2	WEWS	08/15/12	08/20/12	M-F GMA 7-9a	7-9a		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WT---				2	\$850.00			
	Week:	08/20/12	08/26/12	M-----				1	\$850.00			
N 3	WEWS	08/20/12	08/20/12	M-F 11-12p	11a-12p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	M-----				1	\$1,000.00			
N 4	WEWS	08/15/12	08/20/12	M-F 12p News	12-1p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W----				1	\$700.00			
	Week:	08/20/12	08/26/12	M-----				1	\$700.00			
N 5	WEWS	08/16/12	08/20/12	M-F 2-3p	2-3p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---T---				1	\$800.00			
	Week:	08/20/12	08/26/12	M-----				1	\$800.00			
N 6	WEWS	08/15/12	08/17/12	M-F 6-630p News	6-630p		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$1,600.00			
N 7	WEWS	08/19/12	08/19/12	SU 6-630p News	6-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S				1	\$1,200.00			
N 8	WEWS	08/15/12	08/20/12	7-730p Wheel	7-730p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W----				1	\$2,400.00			
	Week:	08/20/12	08/26/12	M-----				1	\$2,400.00			
N 9	WEWS	08/15/12	08/20/12	M-SU 11-1135P Late News	11-1135p		:30			NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



**WEWS**  
**3001 Euclid Avenue**  
**Cleveland, OH 44115**  
**(216)431-5555**

www.newsnet5.com

<u>Contract / Revision</u> 307765 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/14/12 - 08/20/12	<u>Product</u> OH US Sen Josh Mandel	<u>Estimate #</u> 2602
<u>Advertiser</u> Mandel/ Republican/ U.S.		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div></div>												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WT---				2	\$2,400.00			
	Week:	08/20/12	08/26/12	M-----				1	\$2,400.00			
N 10	WEWS	08/18/12	08/18/12	SA GMA 8-9a	8-9a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S-				1	\$650.00			
N 11	WEWS	08/19/12	08/19/12	SU GMA 8-9A	8-9a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S				1	\$650.00			
N 12	WEWS	08/17/12	08/17/12	20/20	10-11p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$3,500.00			
E 13	WEWS	08/15/12	08/20/12	M-F GMC 6-7a	6-7a		:15/:15			BK	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$850.00			
	Week:	08/20/12	08/26/12	M-----				1	\$850.00			
E 14	WEWS	08/16/12	08/20/12	M-F 6-630p News	6-630p		:15/:15			BK	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---T---				1	\$1,600.00			
	Week:	08/20/12	08/26/12	M-----				1	\$1,600.00			
E 15	WEWS	08/14/12	08/17/12	M-SU 11-1135P Late News	11-1135p		:15/:15			BK	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T--F--				2	\$2,400.00			
E 16	WEWS	08/14/12	08/17/12	M-F GMA 7-9a	7-9a		:15/:15			BK	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T--F--				2	\$850.00			
E 17	WEWS	08/15/12	08/15/12	M-F 11-12p	11a-12p		:15/:15			BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W----				1	\$1,000.00			
E 18	WEWS	08/17/12	08/17/12	M-F 12p News	12-1p		:15/:15			BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$700.00			
E 19	WEWS	08/14/12	08/14/12	M-F 2-3p	2-3p		:15/:15			BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T-----				1	\$800.00			
E 20	WEWS	08/14/12	08/16/12	7-730p Wheel	7-730p		:15/:15			BK	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T-T---				2	\$2,400.00			
E 21	WEWS	08/19/12	08/19/12	SU This Week 9-10a	9-10a		:15/:15			BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S				1	\$1,000.00			
Totals											36	\$50,000.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	36	\$50,000.00	\$42,500.00
<b>Totals</b>	<b>36</b>	<b>\$50,000.00</b>	<b>\$42,500.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



**WEWS**  
**3001 Euclid Avenue**  
**Cleveland, OH 44115**  
**(216)431-5555**

www.newsnet5.com

<u>Contract / Revision</u> 307765 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>08/14/12 - 08/20/12</b>	<u>Product</u> OH US Sen Josh Mandel	<u>Estimate #</u> <b>2602</b>
<u>Advertiser</u> <b>Mandel/ Republican/ U.S.</b>		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.